

...signature of a
...ld Reagan as "an
...ing from nostalgia
...".
...end with "additional
... classic motion picture
... Lon Chaney, W.C.
...nd Marilyn Monroe."
...nt of the American
...ents and a collector
...s interest can some-
...the outsider.
...d more prominence



...waiting for: "Love Marilyn" ... brought
...than \$7,000 at another auction.
Axelrod agrees that Monroe signatures
are great, but warns collectors to be very
careful. "In my career as a document dealer,
I have seen more forgeries of Marilyn Monroe
signatures than all other forgeries put together;
the signatures of John F. Kennedy are a close
second," he noted.
Here are few other movie star signatures
that expert Axelrod expects will show the
greatest appreciation over the next decade:
James Cagney, James Dean, Walt Disney,
Judy Garland, Jean Harlow, Laurel and Hardy,
Rudolph Valentino, and John Wayne.
Others, dealers and collectors, also point
out that when it comes to celebrities, a letter
is better than a simple signature. And signings
on photographs or material related to the
stars themselves such as posters, movie stills,
programs and sheet music are especially attrac-
tive.



Ad Rates

(Rates effective December 1, 1987)

ADVERTISEMENT	COST OF AD PER MONTH				Color Space Cost +
	Open Rate	Discount 3 mos.	Contract Rates 6 mos.	12 mos.	
(2 columns x 2")	30.00	26.25	22.50	15.00	\$3.00
(2 columns x 3") or (3 columns x 2")	45.00	39.50	33.75	22.50	\$4.50
(2 columns x 4") or (3 columns x 2 & 1/2")	55.00	48.25	41.25	27.50	\$6.00
(2 columns x 5")	70.00	61.25	52.50	35.00	\$7.50
(2 columns x 6") or (3 columns x 4")	84.00	73.50	63.00	42.00	\$9.00
(2 columns x 8") or (4 columns x 4")	104.00	91.00	78.00	52.00	\$12.00
(2 columns x 10") or (4 columns x 5")	130.00	113.75	97.50	65.00	\$15.00
(2 col. x 8") or (2 col. x 12") or (4 col. x 6")	144.00	126.00	108.00	72.00	\$18.00
(2 columns x 16") or (4 columns x 8")	176.00	154.00	132.00	88.00	\$24.00
(4 col. x 12") or (6 col. x 8")	216.00	189.00	162.00	108.00	\$24.00
(6 columns x 16")	360.00	315.00	270.00	180.00	\$24.00
(6 columns x 16"—includes color)	384.00	336.00	288.00	192.00	Included
(8" x 10"—includes color)	240.00	210.00	180.00	120.00	Included

CONSECUTIVE MONTHS TO EARN THE DISCOUNT RATE
...may change from month-to-month and still retain the earned discount rate.
...contract for a frequency discount, but who fail to run advertising in the required
...will be billed for the difference between the contract rate and the open rate.

—SPECIAL SERVICE CHARGES—

Photo screen —\$3.50 per photo
Reverse—\$3.50 per ad

ADS —\$1.00/first 20 words + 10¢ for each additional word over 20.
BOXED CLASSIFIED ADS — \$7.50 per column inch.
Classified Advertising MUST be paid for when ad is submitted.

ing Deadline: 15th of the month prior to publication.
ar, P.O. Box 2, Princeton, Wis. 54968 • (414) 787-4808.

In recent years the signature of Ethel
Merman on a printed score from Annie Get
Your Gun has been priced at \$170, a similiar
sheet music signing by Frank Sinatra and Paul
Anka was slightly less, while another script
signed by Bing Crosby and Judy Garland was
priced higher.

About eight years ago I watched an auto-
graphed script from Bob Hope sell for only
\$30 at auction, which seemed like a real bargain.
Four years later an autographed script from
Maureen O'Hara brought \$95 at another auction.

In recent years a co-signed magazine
cover with the names of Bogart and Lauren
Bacall was listed at \$120, while simple autograph-
ed pictures of such notables as Helen Hayes
and Brigitte Bardo were going for \$25.



Collecting Movie Posters

(Continued from page 31)

premature decay. Make sure the framer uses
acid-free adhesive if you are getting it mounted.
Having a poster mounted can add to its appear-
ance, since many types come folded and mount-
ing tends to make the poster lie flatter.
However, it is not recommended if you ever
plan to sell the poster, since mounting reduces
its value. If you are not getting the poster
mounted, make sure acid-free tape is used
to hold the poster up. Also, make sure spacers
or a matte is used to prevent the poster from
contacting the glass. It too will cause premature
aging. Once framed, hang the poster away
from direct sunlight.

Collecting movie posters is a fascinating
and enjoyable hobby, but can get expensive.
Poster prices have increased dramatically
the last few years, and will probably continue
to do so. So buying posters now may not
only be a good hobby, but a sound investment.